



Elevator Pitch – Answer these six questions when you are telling someone about your business.

1. What is your product or service?

- Briefly describe what it is you sell. Do not go into excruciating detail.

2. Who is your market?

- Briefly discuss who you are selling the product or service to. What industry is it? How large of a market do they represent?

3. What is your revenue model?

- More simply, how do you expect to make money?

4. Who is behind the company?

- "Bet on the jockey, not the horse" is a familiar saying. Tell them a little about your qualifications and achievements.

5. Who is your competition?

- Don't have any? Think again. Briefly discuss who they are and what they have accomplished.

6. What is your competitive advantage?

- You need to effectively communicate how your company is different and why you have an advantage over the competition. Price? New or better service?